SUMMER 1937 R-W DOOR-WAY VERSATILITY ISSUE





Doorway of a Modern Home Courtesy of J. A. Dick, Oak Park, Ill.

HOW TO KEEP GARAGE HARDWARE BUSINESS IN LOCAL DEALER'S HANDS

By O. C. Dougherty, Pres. and Mgr.
Dougherty Hardware Stores, Inc.
Altoona, Penna.

EVERY dealer has a clientele of regular customers which guarantees a certain amount of Store traffic and it can be expected that among these regular customers, some are potential prospects for the purchase of Garage Hardware.

STORE DISPLAY

With this in mind, arrange a good store display, preferably with models. This is certain to attract attention of those interested, and results in sales.

WINDOW TRIM

Frequently install an attractive or novel window display. It will attract into the Store, another class of customers—the transients. From these, a percentage of sales can be counted and prospects recorded for further follow up.

ADVERTISE

Let people know that you sell Garage Hardware. Many forms of advertising are effective, depending on the location of the dealer. Newspaper, circulars, radio, displays at fairs and building exhibits, are all good.

PERSONAL CONTACT

Personal contact of architects and prospects, secured by watching the building permits, will also bring results.

Some one will say, All that's old stuff, Horse and Buggy Age—but it is sound merchandising.

RELIABLE MANUFACTURE

Last but not least—give careful consideration to the selection of a reliable and well known make, such as Richards-Wilcox, and see that it is properly priced. If present stock is obsolete, close it out. Then keep up to date.

KNOW YOUR HARDWARE

Learn all you can about what you are offering your customers. Know your Hardware—and instruct your sales force.



Every dealer who will follow these suggestions, I am sure, is bound to enjoy a fair percentage of the Garage Hardware Business in his locality—and keep distribution where it belongs in the dealer's hands.



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PUBLISHED BY

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BRANCHES

Atlanta....501 Bona Allen Bldg.
Boston....124-126 Pearl Street
Chicago...311 West Lake Street
Cincinnati.511 Provident Bank Bldg.
Cleveland..742 West Superior Ave.
Des Moines....411 Hubbell Bldg.
Detroit...2457 Woodward Avenue
Indianapolis.1939 No. Meridian St.
Kansas City...206 Reliance Bldg.
Los Angeles..909 Santa Fe Avenue

Minneapolis...321 Plymouth Bldg.
New Orleans......612 Gravier
New York......79 Walker Street
Omaha....1602 North 11th Street
Philadelphia....507 Arch Street
Pittsburgh.....316 Fourth Ave.
St. Louis...2649 Washington Ave.
San Francisco.....343 Rialto Bldg.
Seattle...8228 Sixteenth Ave., N. E.
Washington...1427 I Street, N. W.

Richards-Wilcox Canadian Co., Ltd., London, Ont. Winnipeg Montreal

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Edited by Fred C. West, Aurora, Illinois

No. 2

ATMOSPHERE

IN the old days when the hansom cab was the means of transportation by which folks arrived at the theatre, Sarah Bernhardt, at the height of her career, had an engagement to appear in Louisville.

At the railroad station, the divine Sarah sought to secure transportation to the theatre, but was unable to get a cab. After being refused by one after another with the statement that they were already under hire, she discoverd a ramshackle vehicle with a nondescript negro driver on the seat and a raggle-bones, sway-backed, knee sprung animal between the thills.

In this cab she rode to the theatre.

Then, actuated by an appreciation of the situation, she ordered the negro cabby to wait and take her back to the station.

When the show was over, a doorman discovered this cabby in line with the splendid vehicles of the elite drawn by their high-

stepping, arch-necked steeds with glittering harness and driven by high-hat horsemen in uniform. In pompous disgust the uniformed doorman orders the negro out of line. The cabman refuses, stating he is employed by the divine Sarah. The doorman summons an officer of the law. The policeman orders the negro out of line. Still the cabby refuses to move on.

"Efen you don' b'lieve my words, just step into mah cab and smell the perfume," he argued in stubborn immobility. And, sure enough, the atmosphere of the divine Sarah was still in the cab, —which leads us to our thought for the day:

You cannot spend five minutes in the presence of greatness without feeling the power of its personality.

Associate with the finest things in life. It leads one to a higher atmosphere, character and reputation, whether human characters or inanimate architecture.

NINE DIFFERENT TYPES OF R-W DOOR-WAY EQUIPMENT MAKE K. C'S. MUNICIPAL AUDITORIUM VERSATILE

BUILT at a cost of \$6,500,000.00, Kansas City's Municipal Auditorium is a marvel of engineering application of modern structural opportunity to the purpose of providing an adequate public theatre for the diversified activities of a great metropolis.

The Kansas City Municipal Auditorium covers an entire square block. Its exterior measurements are 419 feet by 332 feet. The height is equal to a ten-story building.

It provides facilities for every conceivable kind of gathering, from the small lecture or concert to the international convention, exposition, or athletic show. It contains a Main Arena, Auditorium, Exhibition Room, Theatre, Function Room, and various other complementary rooms and equipment.

Simultaneously there may be held within its walls, an exhibition such as an automobile show with 15,000 people say in attendance; a "Better Homes" show on the mezzanine with 10,000 attendance; a boxing or wrestling contest in the Main



Fig. A. Kansas City's \$6,500,000.00 Municipal Auditorium can accommodate simultaneously an auto show, a better homes show, a boxing contest, a grand opera, a theatre concert, and numerous committee meetings or civic groups. Forty-two of its versatile dooR-Ways operate on nine different types of Richards-Wilcox dooR-Ways equipment.

Architects: Alonzo H. Gentry, Foskamp and Neville, Inc.

Arena with say 14,000 attending; grand opera in the theatre with 3,000 listeners; a concert in the little theatre accommodating 1,500; conferences of 500 persons in the Committee Rooms; a total of 44,000 people in the Auditorium at one time.

The Arena is the second largest in America. Its dome rises nearly 100 feet from the floor; and there are 5,000,000 cubic feet of space—five times as much as can be reached by normal human voice; yet loud speaking systems and perfect acoustics make it possible for the slightest whisper from the speaker to be heard through the Arena.

The stage in the Music Hall is one of the largest and most completely equipped in America.

In spite of the immense size of the Auditorium, a capacity crowd can be discharged into the streets in eight minutes. The building is *air-conditioned* throughout.

Nineteen conventions were held there during its first six months, and 3,000,000 people from all parts of the world visited it during that period.

In forty-two dooR-Way openings in the Auditorium, nine different kinds of Richards-Wilcox sliding door equipment are installed for the operation of as many different types of sliding doors, emphasizing the practical truth in the Richards-Wilcox slogan—"A Hanger for any Door that Slides."

A most impressive example of R-W DooR-Way engineering and operation is represented by the Arena main entrance dooR-



Fig. B. An arena main entrance dooR-Way. When very large crowds attend, the ponderous door or glassed partition shown in the foreground is rolled to the left on Richards-Wilcox No. 925 two-ton ball-bearing trolleys operating on R-W No. 900 Tru-Tred 8" Steel-Beam track.



Fig. C. An automobile entrance of the Kansas City Municipal Auditorium. These four aluminum doors 3" thick operate on Richards-Wilcox No. 434 "Slidetite" industrial four-door hardware, chromium plated, actuated by R-W No. 1500 Aut-O-Dor Electric door operators.

Ways, one of which is illustrated in Figure B. The entire glassed partition shown in the foreground center (extending from floor to ceiling) moves to the left on Richards-Wilcox No. 925 two-ton ball-bearing trolleys operating on Richards-Wilcox No. 900 Tru-Tred 8" Steel-Beam track. Thus, when weather permits, or in the event of a tremendous crowd, this great dooR-Way may be thrown open so that the public thronging through the street entrance dooR-Ways (seen in the background across the corridor) may have open access to the Arena. This large partition is operated by means of a crank, inserted in the wall socket seen just at the right of the partition door, arm high—connecting with the operating mechanism concealed in the walls.

Within the large partition door, is seen the series of small double-acting entrance doors, for admission to the arena when ordinary size audiences are admitted.

These doors are constructed of aluminum, for lightness and for resistance to rust and corrosion. The doors themselves were constructed by the Flour City Ornamental Iron Company, Minneapolis, Minn.

Contrasted with the dooR-Way equipment required for these mighty dooR-Ways of the Arena, are those infinitely less ponderous dooR-Ways of the telephone booths in the Kansas City Auditorium, for which Richards-Wilcox also provided the operating hardware out of its versatile stock of hardware for every door that slides.

But, the next most impressive dooR-Way installation of R-W equipment, perhaps, in the Auditorium, are the automobile entrances, one of which is illustrated in Figure C. These four aluminum doors in each entrance operate on Richards-Wilcox No. 434 Slidetite Industrial Four-Door Hardware, including No. 375 track, actuated and controlled by R-W Aut-O-Dor No. 1500 Electric Door Operators. The R-W heavy ball-bearing offset hinges on these doors are chromium plated, for attractive harmony with the aluminum doors and for rust and corrosion prevention. The doors are three inches thick.

There are four of these main drive-in dooR-Ways in the Auditorium.

Several similar dooR-Ways within the Auditorium are equipped with Richards-Wilcox No. 434 Slidetite Industrial



Fig. D. One of the most elegant dooR-Ways of its kind in the world is this corridor dooR-Way-of which there are several similar installations in the Kansas City Municipal Auditorium. The attractive metal doors operate on R-W No. 888 FoldeR-Way partition door hangers and track.



Fig. E. The elevators of the Kansas City Municipal Auditorium are provided with R-W No. 828 two-speed Rich-Wil elevator door hangers; R-W No. 743 elevator dooR-Way controllers; R-W No. 748 elevator interlocks; and R-W automatic reset flashlight annunciators.

four-door hardware, including R-W No. 33 heavy door track.

The awe-inspiring corridor doors pictured in Figure D, of which there are several in the Auditorium, are perhaps the most aristocratic doors of their kind to be found in the world. These exceedingly attractive metal doors, corresponding delightfully with the surrounding marble architecture of the corridors, operate on R-W No. 888 FoldeR-Way door hangers and track. The doors are actuated by chain drive, crank operated—a most attractive and smooth operating dooR-Way. The operating mechanism is concealed in the walls.

The elevators (illustrated in Figure E) by which the balconies and corridors of the Auditorium are reached, are provided with R-W No. 828 two-speed Rich-Wil elevator door hangers, R-W No. 743 elevator dooR-Way controllers, R-W No. 748 Interlocks, and R-W automatic reset flashlight annunciators.

Thus is beautifully and practically exemplified in Kansas City's magnificent Municipal Auditorium, the truth of R-W's well known slogan—"A Hanger for Any Door that Slides"—and R-W's ability to provide outstanding dooR-Way engineering for entrances of all kinds and characters—from telephone booths to arenas—growing out of R-W's fifty-seven years of experience in the solution of dooR-Ways problems.



Typical R-W "Slidetite" No. 434 heavy door hardware operating elephant house dooR-Ways of the Des Moines State Fair Grounds.

Slidetite,

COVERS A MULTITUDE OF DOOR-WAY DIFFICULTIES

A N interesting example of the opportunity of dooR-Way experience which reposes in Richard's-Wilcox's fifty-seven years of exclusively dooR-Way engineering and door hardware production, are the pictures of the elephant building dooR-Way at the Des Moines State Fair Grounds, presented in the accompanying photographs.

These large doors operate on Richards-Wilcox "Slidetite" No. 434 Industrial Door Hardware with 375 R-W door track, R-W heavy hinges and R-W No. 216 rubber astragals at the center joint where the doors meet when closed.

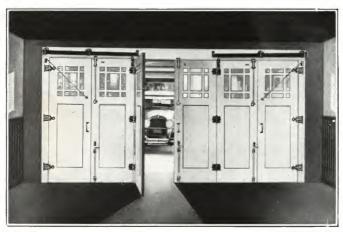
There are three of these dooR-Ways in the elephant house, having doors $3\frac{1}{8}$ " thick. Also, there are a number of swing doors equipped with Richards-Wilcox No. 1045 extra heavy strap hinges of various lengths; and one small ventilation door, 2 ft. by 2 ft., in an elephant stall, also fitted with R-W No. 1045 hinges.



Des Moines State Fair Grounds elephant house dooR-Way in closed position, showing R-W No. 434 "Slidetite" heavy door hardware on the interior of the doors.

The picture at the bottom of page shows an R-W "Slidetite" set of garage door hardware for operating the dooR-Way of a two-car, six-door, private garage. The offset hinges set the doors back of the jamb, giving a clear dooR-Way opening from jamb to jamb.

Slidetite Garage Door Hardware shown in R-W Catalog 60, pages 42-67. Richards-Wilcox addresses given on page 3 of this magazine.

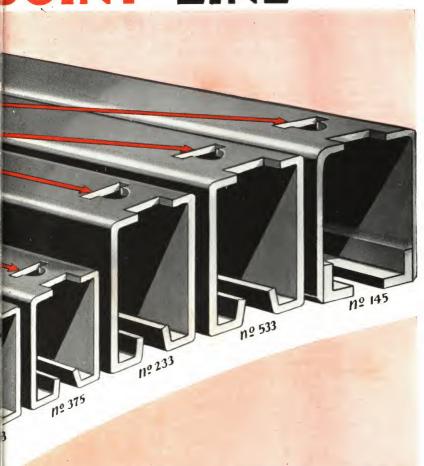


R-W No. 435 "Slidetite" six-door set, typical for two-car private garages.

Complete Track R-W LOCK-



Versatility in



Richards-Wilcox Lock Joint, perhaps the most valuable single sliding door ure developed in recent years (the R-W EaR-Way feature is another of ortance), is standard equipment on R-W trolley track.

patented Lock Joint and the name Lock Joint stamped on each piece of exclusive R-W features.

Lock Joint locks the track ends so tightly together that the hangers operate ly over the joints as though there were no joints—but a smooth continuous stretch of track, of any required length.

range of R-W Lock Joint Tracks provides for all kinds of dooR-Ways—the o the largest.

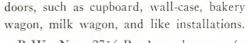
For illustrations of R-W Lock Joint Trolley Tracks, given in actual size, and detailed descriptions, see R-W General Catalog No. 60, Pages 199-201.

DOOR HARDWARE VERSATILITY IN R-W LOCK JOINT LINE

THE remarkable versatility of Richards-Wilcox Lock Joint door tracks, is dependent on a similar range of selection provided in R-W sliding door hangers.

That opportunity of selection is suggestively illustrated by the three hangers pictured on this page:

R-W No. .0030 Sliding Door Hanger operates in R-W No. 30, 16-gauge trolley track—which is 15/16" wide by 121/32" high, inside measurements. This hanger is for very light sliding



R-W No. 271/2-B door hanger (a medium size) operates in R-W No. 31, 16gauge trolley track, which is 13/4" wide by 21/4" high, inside measurements. This trolley carries doors weighing up to 300 pounds each.

R-W No. 1098 door hanger (one of the big fellows) operates in R-W No. 375, 10-gauge trolley track, which is 25%" wide by 31/4" high, inside measurements. This trolley carries doors weighing up to 3,000 pounds each.

While the range of opportunity provided in Richards-Wilcox Lock Joint Tracks and R-W Door Trolleys is only inadequately

presented by these examples, they neverthe-

less suggest the possibilities embodied in the line.





R-W No. 271/2-B

No. 1098



For complete showing of R-W Door Trolleys, see R-W General Catalog 60, pages 154-193. Richards-Wilcox addresses given on page 3 of this magazine.

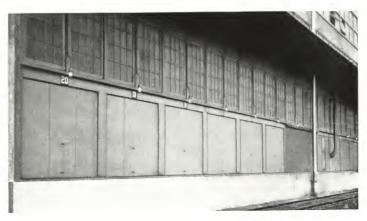


READY, WILLING, ABLE

THESE durable doors (R-W No. 479 steel doors) and Richards-Wilcox vertical sliding door hardware, fill the requirements of the train loading department of The A. E. Staley Company at Decatur, manufacturers of starch and other products. The R-W No. 479 steel door fits this purpose perfectly because it is sturdy, fire retarding, and good looking.

The vertical sliding type of hardware is particularly adapted to this requirement because it takes the door up out of the way of workmen, trucks and freight.

There are 70 of these R-W No. 479 steel doors and sets of hardware in this installation.





SCHOOL DAYS MADE MODERN BY R-W DOOR-WAYS

THE impressive example of school day convenience portrayed in the above picture of Keating Township Grade School at East Smithport, Penna., emphasizes again the convenience and economy gained through installation of Richards-Wilcox DooR-Ways Equipment.

By means of the FoldeR-Way equipped partition doors between this library and classroom, the entire area may be quickly converted into an assembly room.

The partition doors are operated by hand and move in pairs to the side wall when opened.



The wardrobes (shown open in the foreground and closed in the far room) are equipped with Richards-Wilcox No. 781 Wardrobe Door Hardware.

The average carpenter can install R-W No. 781 school ward-robe hardware with complete satisfaction.

All doors operate in pairs, each pair being supported on a single heavy duty ball bearing floor pivot. Since no floor tracks or protruding arms are required, the entire entryway is unobstructed, thereby permitting ready accessibility to the hat and coat racks, which may be of the continuous or individual type.

Richards-Wilcox FoldeR-Way partitions include soundproof doors and hardware for gymnasiums, auditoriums, stages, class-rooms, music rooms, clubs, churches, assembly halls, etc.—manually operated, crank operated, electrically operated.

For specific information about FoldeR-Way Partitions, or R-W School Wardrobes and Hardware, write Richards-Wilcox—addresses given on page 3.

1937

CONTRACT PROBLEM

By J. P. Moffat

Hearts are trumps and South is in the Lead. Play the North and South Hands and make five tricks against any defense.

THE HAND

North

S: A, 4, 3, 2 H: None D: 3, 2 C: A

West S: Q, 10, 8 H: K D: K, 5, 4

C: None

East S: J, 9, 6 H: 8, 2 D: 9, 8 C: None

South

S: K, 5 H: A, 7 D: 10, 6 C: 2

Solution given on page 21.



Plant Conveying Systems

—lift and convey large or small loads of materials or products of any character and any weight up to four tons.

Inquiries Cordially Invited

R-W Ball Bearing Trolleys Out-Live and Out-perform All Others!

You can prove this beyond doubt by accepting our offer to send you a trolley for a free 30-day trial.

Simply tell us your requirements. We will send a trolley of suitable capacity. You test it.

Send it back at our expense if it does not outperform Any Trolley in Your Plant.



RICHARDS-WILCOX MFG. CO., AURORA, ILLINOIS

RICHARDS-WILCOX

HEAVY HINGES

THE examples of R-W hinges illustrated here give a suggestion of the line of heavy hinges made by Richards-Wilcox for a wide variety of heavy swinging doors. The No. 434 hinge, for instance, is frequently furnished eight feet long for special installations—and even twelve feet long if required.



R-W No. 434-B Reverse Pad Offset Hinge



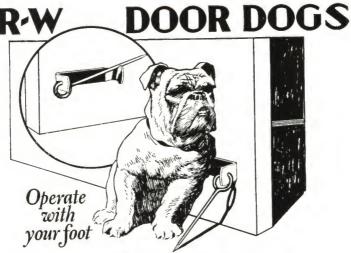
R-W No. 434-J Double Strap Flat Hinge



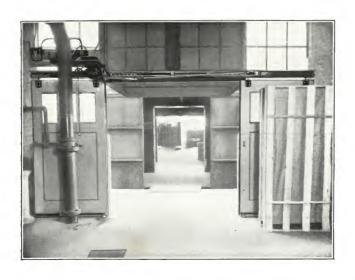
R-W No. 1040 Double Strap Surface Hinge



R-W No. 1035 Offset Hinge with Surface Pintle



Shown in R-W Catalog No. 60, page 113.



A LOADING PLATFORM

THIS shipping department dooR-Way at the Lyon Metal Products plant near Aurora, Illinois, opens and closes from 7 o'clock in the morning until quitting time in the afternoon, almost as regularly as the valves of the human heart.

It leads from the shipping department to the loading platforms. The first platform outside the door is where the products of the company (including steel shelving, steel display racks, steel lockers and cabinets, steel counter displays, automotive parts cabinets, etc.), are loaded into the railroad freight cars. Beyond the railroad track is another platform, where automotive trucks are loaded. The truckers most of them wheeling their loads on two-wheel hand trucks, pass through this shipping room dooR-Way in a constant stream all day long.

A mechanically operated door was an absolute necessity, from the standpoints of convenience to the workmen, saving of time, facility of operation, and (in the wintertime) heating of the shipping room.

So, Richards-Wilcox engineers were called on to suggest automatic dooR-Way equipment.

Now, the truckers, as they leave the automatic scales near the shipping room dooR-Way, run one wheel of their hand trucks over a floor plate (indicated at the lower edge of the picture) which actuates the R-W No. 1312 electric door opener. The doors (R-W No. 546 Wood Doors) instantly slide open on R-W No. 830 Rich-Wil bi-parting hangers, the trucker passes through the dooR-Way in his stride, without hesitation, and the electrically controlled door closer shuts the doors—unless



TRAFFIC VALVE

another trucker is directly on his heels, when the doors reopen without closing completely as the second trucker leaves the scale.

Switches are provided also for truckers returning with empty trucks, either from directly in front or from the platform at the right or left sides of the dooR-Way.

Heat saving in the cold weather is an important feature. An observer remarked that the doors close so promptly after the truckers pass through that he could feel the heat slap against the doors as it was prevented from escaping through the opening.

Recently, another manufacturer saw this dooR-Way equipment and immediately ordered one for the shipping room dooR-Way of his own plant.

Just another evidence of Richards-Wilcox's preparedness to solve dooR-Way problems.

R-W addresses given on page 3 of this magazine.

SOLUTION OF CONTRACT CONUNDRUM

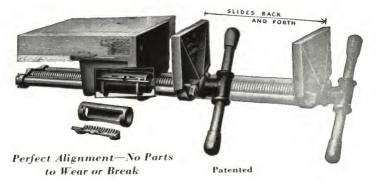
(See Page 18)

VARIATION 1				VARIATION 2				
Trick S. 1 H7* 2 SK 3 HA* 4 C2* 5 D6* 6 S5 7 D10	W. HK S8* D4 D5 DK S10* SQ	N. CA S2 S3 S4 D2 SA D3*	E. H2 S6 H8 D8 D9 S9 SJ	C2* S5* D10	\$10 \$Q	D2 SA D3*	D8 S9	Won by WEST SOUTH SOUTH SOUTH

Sliding-Vise

NO ENDLESS TURNING

Rapid Action—Saves Time!



R-W Rapid Acting Vise for Woodworkers

Shown in R-W Catalog No. 60, pages 362-363.

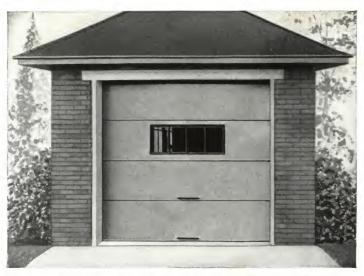
ROUND TRACK DOOR HANGER WITH BOTH FLEXIBLE JOINT AND LATERAL ADJUSTMENT

R-W No. 543

Elimination of binding and rigidity is the special feature which makes this popular R-W barn door hanger for round track so desirable. The combination of the pivot and adjustable apron features in the same hanger make this door trolley an item which builds reputation for dealers who push its sale.

Shown on page 147 of R-W Catalog 60.





R-W OveR-Way GARAGE DOOR

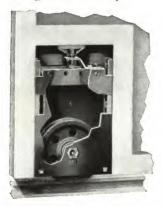
Furnished with either Steel or Wooden Doors. A popular installation for private and public garages, gasoline greasing and washing stations.

THIS set consists of Richards-Wilcox No. 479 steel door (sectional type) and R-W No. 1099 OveR-Way Door Hardware.

Ask Your R-W Representative. Addresses given on page 3 of this magazine.

AIRPLANE HANGAR DOOR-WAYS BY RICHARDS-WILCOX

Just a suggestion of R-W's line of hardware for Airplane Hangar DooR-Ways.



R-W No. 573 Airplane Hangar Door Bottom Roller



R-W No. 782 Airplane Hangar Door Top Guide

For specific information regarding the R-W equipment for Airplane hangar dooR-Ways, consult your Richards-Wilcox representative.

Addresses on page 3 of this magazine.

RICHARDS WILCOX

Garage Door Hardware.

Barn Door Hardware.

Vanishing House Door Hardware.

Industrial Door Hardware.

Warehouse Door Hardware.

Railway Roundhouse Door Hardware.

Lift Door Hardware.

PieR-Work Door Hard-

Hardware for Sliding Partitions in Schools, Churches, Lodges, Etc.

School Wardrobes and Wardrobe Door Hardware.

Automatic Fire Door Hardware. Fire Doors.

Fire Station Door Hardware.

Airplane Door Hangar Hardware.

Hangar Doors.

I-Beam Trolleys.

Heavy Hinges.

Industrial Doors.

Mill-Type Doors.

Mounted Grindstones.

Rolling Store Ladders.

Swing Door Checks.

Woodworking Vises.

Woodworking Benches.

Toggle Bolts.

"D" Shovel Handles.

Stair Rail Brackets.

Locks, Bolts, Latches.

Floor Guides, Bumpers.

Fence Stretchers.

Door Holders.

Door Dogs.

Multifold Window Hardware.

Elevator Door Hardware.

Interlocks and Signal Systems.

Overhead Conveying Systems.

Electric Door Openers and Closers.

Theatre Curtain Equipment.







Conveying Systems

Fire Doors





Mill Type Doors



AHANGER FOR ANY DOOR THAT SLIDES

RICHARDS WILCOX

Garage Door Hardware.

Barn Door Hardware.

Fire Doors.

Fire Station Door Hardware. "D" Shovel Handles.

Stair Rail Brackets.
Locks, Bolts, Latches.

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A HANGER FOR ANY DOOR THAT SLIDES